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This is the forty ninth edition of the Periodic Electronic Newsletter (PEN) for MCI Mail users assigned to Oppenheimer Software (MCI Mail agency NY4). You may respond to the PEN by typing ANSWER at the COMMAND; line that appears after you read this. This mailbox (218-0241) is toll free - you may write to it as often as you wish, at no charge! (Please note that you may order a toll-free mail box - contact Oppenheimer Software for more information.)

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1-800-I-WANT-MCI
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A toll free *FAX* number is available for anyone wanting to set up accounts on MCI Mail or anyone needing information about MCI Fax Broadcast or MCI Fax Reply:

1-800-I-WANT-MCI (1-212-787-2416 outside the USA)

The fax should include the name, address, phone and fax numbers of the requester. Typically, the MCI Mail account will be activated the following business morning, and the Fax accounts, within 5 days. To help the new subscriber, a four page fax will be returned with the account information and basic starting instructions.

You can also use the NEWUSER script described below. However, this toll-free fax number can be used by anyone with access to a fax machine.

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NEED ANOTHER MAILBOX?
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The NEWUSER script has been used by hundreds of people to set their friends, associates and clients up on MCI Mail, add new mailboxes to existing accounts, or to request information on behalf of a colleague.

If you have a friend across town, or in another country who wants to benefit from electronic mail, or if you know of someone who tediously sends faxes out from a fax machine and is looking for a better way, or someone who sends letters and memos by overnight courier and would like to save some money, you can help them by introducing them to MCI Mail.

To use this feature, log into MCI Mail interactively (MCI Mail Express users press {CTRL}J after starting the program). At the Command; prompt, type:

CREATE USING NEWUSER {ENTER}

Answer all questions, and follow the instructions at the end of the SCRIPT. You will be notified when the new mailbox/account is active.

Note. . . If you access MCI Mail via MCI Mail Express, or a LAN gateway, you may send the name, address and phone and fax number of the referral to mailbox 218-0241, or you may fax this information to 212-787-2416. We will contact them immediately and arrange for the account or mailbox.

Additionally, the *FAX* number 1-800-I-WANT-MCI is available for anyone looking to request information or establish an account for

themselves.

>>>>>>>>>>>>
Editors Note
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To improve the readability of the PEN Newsletter for all users, we have switched from 80 column to 68 column wide text. This should remove the line wrap problem that some readers (especially those using Windows or Macintoshes) have experienced.

>>>>>>>>>>>>>>>>>>>>>>>
TELEPHONE NUMBER CHANGE
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The telephone number for questions about MCI Mail or your MCI Mail invoice has changed to 301-371-7460. Don't worry.... its still Carol Hayes (MCI ID:234-9875) helping you... only the phone number has changed.

>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>
SHOP EVEN AFTER YOU'VE DROPPED
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You can now shop Nordstrom's flagship store in downtown Seattle from your home or office through the new Nordstrom Personal Touch America (NPTA) eMail shopping service. By sending your e-mail messages (toll free - Nordstrom pays for the e-mail) to MCI Mail: Nordstrom PT America, you acquire access 24 hours a day to the full collection of apparel, shoes and accessories available at Nordstrom.

This first-of-its-kind service provides a personalized approach to eMail shopping, and is not currently available through other services. Every request or order to NPTA will be answered by a Nordstrom personal shopper. Each personal shopper is a carefully trained consultant who assists customers with everything from the selection of a single item to a more complete wardrobe. And once you connect with one of their personal shoppers, that personal shopper will assist you in the future by keeping records of the your size, preferred style and colors plus special dates to remember for gift items.

>>>>>>>>>>>>>>>>>>>>>>>>>
AUTOMATE YOUR APPLICATIONS
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Most people think of electronic mail as a technology used to exchange messages between people, and while this is correct, it does not cover the entire potential.

Applications such as EDI (Electronic Data Interchange, see PEN #44 or send a message to MCI ID:234-9875 to request a copy) can use e-mail technology for exchanging messages and files between two

computer systems.

Additionally, it is possible to program a system to take a message or file generated by an application, and to automatically transmit it via e-mail to another mailbox. In simple terms, your system can easily be configured to take the spreadsheet that you update every morning, and transmit it via MCI Mail to other mailboxes, or even to fax machines without any effort on your part. This is referred to as "mail enabling" applications.

The MCI Mail Express lite program, now provided to all MCI Mail subscribers for free, includes three programs to assist in this effort.... MAILFILE, GETFILE and POSTFILE. These utilities allow you to write an application that can send a message or file from an application automatically, or can respond to a message sent to the application.

The MAILFILE and POSTFILE programs are similar in that they allow an application to send via MCI Mail, a file or message previously created by another application, while the GETFILE program allows an application to read a message or file that has been received by MCI Mail Express. Details of using these programs can be found in chapter 13 of the file called README on the MCI Mail Express disk.

How might you use these programs? Lets assume that you have a sales force out in the field. On a daily basis, you need to transmit to each of the sales reps, leads that have come into the telemarketing group the day before, as well as a data file containing inventory information.

Your computer can use the MAILFILE program to distribute the leads collected by a program (please e-mail 218-0241 if you need to have such a program written for you) that sorts leads based on sales territories.

The sales people receiving the information would run a program (which itself uses the GETFILE utility) to accept the messages containing the leads and add them to the leads tracking program.

Although you can create your own applications to do tasks like the one just discussed, third party applications can also be used to accomplish similar functions.

For example, The EmailPro(tm) Gatherer Software by Stone Age Systems, Inc. enables you to automate certain aspects of your business communications. The Gatherer provides a seamless connection between MCI and your applications by allowing your systems to provide specific information on demand without the need for a person responding to each request. For example, your sales people asking for the current inventory file, or your customers asking for the latest catalog of your products and services can all be handled by the software automatically.

Using a dedicated PC and modem, the Gatherer is programmed to recognize certain keywords, which trigger a pre-determined response. Once in place, the Gatherer system can receive email messages from any type of user software, even messages collected from other e-mail systems including the Internet, Compuserve, etc.

The Gatherer supports three different requests:

INFO REQUEST:
The "info request" is a request for information contained in your library of available documents. By responding to the keywords "INFO REQUEST" in the subject field of an incoming message, the Gatherer automates a response back to the originator. This is essentially an "email reply" system. The information provided is in the form of ASCII text in the responding message.

FILE REQUEST:
The "file request" is a request for a specific binary file from your library of available files. Then you have the flexibility to insert and delete files easily from the library. The response is a binary file attachment to an email message.

POST REQUEST:
The "post request" allows groups to have a "forum type" communications system. The Gatherer acts as a clearinghouse for email messages to be posted on the company bulletin board(s). This is an automated, but not "real time" process. This is the ideal solution for groups who require "meeting forums" online, using MCI Mail.

Please send a message to MCI ID:234-9875 if you need more information on The Gatherer.

>>
NEW GRAPHICS CAPABILITIES FOR FAX DISPATCH
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Last year, MCI Mail introduced PostScript faxing... a service that enables you to send PostScript documents to any fax machine, with all graphics, fonts, and images intact. With the proper software, foreign characters (Cyrillic, Hebrew, Japanese, etc.) can also be sent to a fax. (For detailed information describing how to send PostScript files for fax delivery, please send a message to MCI ID:234-9875 and ask for a copy of the PEN Newsletter #43).

Fax Dispatch now also supports PCL, TIF, and UNKNOWN file types in addition to the ASCII and PostScript formats. The UNKNOWN feature allows unidentified file types to be determined by the system instead of the user. Additionally, Fax Dispatch now supports both PostScript Level 1 extensions and Level 2 command sets.

To use this capability, create an MCI Mail message as you normally would, address it to a fax destination, attach your PC file (the document you printed to a file within your application), and send the message. The MCI Mail Fax Dispatch System will convert both the MCI Mail text message and the PC print file to a fax image and deliver it to your recipient’s fax machine.

Note that the attached PostScript, PCL, or TIF print file must be in a specific printer format and must have the proper file name extension. Procedures for each file type are outlined in this

document.

These faxes can be created in a word processing or desktop publishing program, and are "printed" to the disk with file names containing an extension that identifies the file type. This file is then attached to a message for transmission to MCI Mail.

Listed below are the file types supported by PC File to Fax and their required extensions:

File Type	Print Driver Specifics	File Extension
PCL5	Print file - Hewlett Packard Laser Jet III	.PCL
TIFF	Native file - TIFF - Class F	.TIF
PostScript	Print file - Apple Laser Writer II NT and NTX	.PS
UNKNOWN	File tag to invoke automatic file detection	.UNK

If a fax is submitted without a file extension, tagged with .UNK, or received with an invalid file extension (i.e., anything but PS, PCL, TIF), the MCI will invoke an auto-detect routine that reads the file header for information to determine the file type. Once the file type is identified, the appropriate conversion routine is applied to the fax.

Sending a fax via MCI Mail is very simple. You use your regular communications/e-mail program for addressing a fax as you normally do. If you are an interactive user (using programs such as Procomm, Microphone, Smartcom, etc., "/UPLOAD BINARY" command after entering the addressing information and the subject field. If you use Mail Express, use the {File} pulldown menu, and select {Attach}.

For more detailed information, or if you access MCI Mail from a LAN, please send a message to the toll free mailbox 234-9875, and specify the name of your communications software or system. The instructions will be e-mailed back to you the same day.

>>>>>>>>>>>>>>>
Let us show you
>>>>>>>>>>>>>>>

If you would like to look at an example of a PostScript originated Fax, please send your fax number (area code included) to MCI ID:218-0241. We'll fax a one page sample for your perusal.

>>>>>>>
SAFEFAX
>>>>>>>

MCIs SAFEfax is a high powered, flexible fax service offering both a "mail merge" capability, as well as a forms overlay capability. Its oriented towards graphical applications requiring high speed access for high volume of faxing, user defined reports, flexible invoicing and cost accounting.

The SAFEfax Graphics feature set includes support for:

- Business Forms
- Letterhead Graphics
- Signature Graphics
- Customized Cover Page Graphics
- General Purpose Graphics
- A standard library of floating graphics
- "Floating" graphics (text/graphics insertions)
- Prestored forms or defined fields with dynamic text boxes
- Watermarks and side bar graphics

How might you use SAFEfax?

Data taken from your order entry system can be overlaid on your order form and promptly faxed back to your customer as a sales confirmation.

Magazine advertising space sales can be sold and confirmed using an image of the planned magazine cover as a watermark.

Computer generated quotations can be faxed on the same form previously used for manually created quotes, giving your company a consistent "look" even though it is using todays technology.

SAFEfax offers a number of different fonts for your faxing, for both landscape and portrait mode. It also offers a number of readily available graphics and forms including a City skyline, Cruise line itinerary, DESK OF .... memorandum (form), Securities report, and a Shipping arrival notice (form) to name a few.

For more information about SAFEfax, please send a message to MCI ID:218-0241.

>>>>>>>>>>>>>>>
M-BRIDGE UPDATE
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Computer Mail Services has announced an upgrade to M-Bridge for Microsoft Mail. This upgrade offers simplified addressing for all of the MCI Mail delivery options, properly handles X.400 attachments and retains the original file names. It also offers MNP/5 access to MCI Mail at 9600 baud with the elimination of the old X.PC protocol.

CMS is offering a special price for all upgrades ordered before Feb. 28, 1995. CMS can be reached at 1-800-883-2674.

>>>>>>>>>
POWERUSER
>>>>>>>>>

The subject field in a message is intended to alert you to the contents of the message. The proper use of the field can be a great assist in helping you read and respond to your mail in order of urgency.

If you get two messages with subjects such as "ABC Account" and "Call me", which will you read first?

The "ABC..." message might be an FYI/"no action needed" type of message, or it might be a critical notice that needs your immediate attention, while the "Call ..." message might be a non-critical "...Lets do lunch..." or it might be an urgent plea for your immediate action. How are you to know?

We have found that using asterisks or other special characters in the front of the subject field can be used as a simple indicator of relative importance within a user community. Of course, as this is a "local custom" within your circle of correspondents, the characters used, and their meaning may vary from community to community.

One suggested format is:

???	-	Can any one help me on this topic?
***	-	Urgent... please read and followup ASAP
...	-	To continue from our prior discussion
!!!	-	Please read promptly, but no response/reply is needed
FYI	-	For your records... no urgency

Here are two examples:
Subject: ABC Account
Subject: *** Call Me

In this example, the "Call Me" message with the leading asterisks gets a higher response priority than the "ABC Account" message.

The additional benefit of using this type of subject field coding is that it helps you to identify which messages you may want to save, and which should be trashed after being read. If you are using e-mail software with a rules capability, this scheme can be used to help store messages in specific folders as needed

>>>>>>>>>>>>>>
TILL NEXT TIME
>>>>>>>>>>>>>>

During the New Year,
may you enjoy good health and happiness,
may peace reign over our country and throughout the world,
may you have a kiss from your beloved, a smile from a child, a warm, cozy house with the aroma of good food baking in the oven, wise governors and merciful tax collectors,companionship of good friends and helpful neighbors,
may you enjoy the fruits of your labors, celebrate birthdays and anniversaries,
may the sun shine on your face,
may your see a rainbow, hit a homerun with the bases loaded,
may your enjoy giving charity with a free hand,
may you have an umbrella whenever it rains,

may your coming year be a happy, healthy and prosperous one for you and your loved ones.

Author Unknown

Gary.......
MCI Mail Agency NY4
MCI ID# 218-0241
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